

The Carmel Pine Cone

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BUILDING REVIVAL FORESEEN IN CARMEL

Council Will Test License on Business

Everything from business licenses to trees and a vacation for the chief of police was discussed at this week's council meeting held Wednesday night.

First test of the new Carmel business license will result due to City Attorney Argyll Campbell being authorized to carry out enforcement regarding the 46 delinquencies on License Collector August Englund's list.

This brought up question of fees for branches of existing business houses, and ruling was given that if they were operated under the same name there would be no \$100 deposit charge as required with new business.

Sign Restriction

Discussion of restrictions on illuminated signs projecting over sidewalks, as well as lights designed to illuminate store fronts bearing signs, caused withholding of permits pending investigation of the covering ordinance. This recalled earlier uprisings of Carmelites over threat of neonizing the main streets and final outlawing of such signs as dangerously bright traffic hazards.

Request for tree trimming on public property caused the usual dissention, although contract was awarded the M. J. Murphy Company to remove 56 eucalyptus trees on Fourth between Monte Verde and San Antonio for \$250. Length of ensuing discussion prompted City Attorney Campbell unofficially to suggest that a Carmel hymn be based on Joyce Kilmer's poem "Trees." City Clerk Saidee Van Brower said that she would willingly defend with a gun any ax-menaced tree, and cheerfully go to jail if it would preserve local nature.

Street Improvements

Reports on Scenic Drive widening and surfacing took thoughts away from this noble subject, and Street Commissioner Joseph Burge went on to recommend curb and gutter to care for storm waters on lower Ocean avenue from San Antonio to beyond Del Mar. Chief of Police August Englund was granted vacation from October 10 to 24; a resolution was considered for a later meeting in the matter of bids on next year's legal printing; salary reductions for city employees were voted prolonged under ordinance 144 of 1933; and following which adjournment was made until November 17.

Councilman John Catlin, ex-mayor, was voted into the chair Wednesday owing to Mayor James Thoburn's absence on vacation in the north.

RETURNS TO NEW YORK

F. H. Eckert, president of the Metropolitan Life Insurance Company, has returned to New York

EGGS SUFFER IN WRECKAGE

Memory of primitive motor-ing came back with a crash last week when a light truck driven by R. W. Beckman, Carmel worker, was handcranked while in gear and lurched across a sidewalk to do more than \$100 damage to the front window of the Home Cooked Food Shop in El Paseo building on Dolores street.

The machine was loaded with folding chairs en route from storage in the old Studio restaurant to the new Denny-Watrous theatre, and these added clatter as they slid into the wreckage. All of which did no good to the one remaining item of the usual food display in the window—a lone dozen of eggs.

First Meeting For Musical Art Club

At the Pebble Beach home of Mrs. T. W. Van Ess the first fall meeting of the Musical Art Club was held Tuesday evening. Chief event of the evening was a long and exacting program presented by Anne Green. Mrs. Millicent Sears outlined news of the month in local musical events, and Frank Wickham, in his address on musical education, stressed the necessity for cultural groups to foster superior amateur talent. The evening was arranged by Ruth Bingham Herman, and serving of refreshments followed the program.

Miss Greene's numbers included the "Kinderszenen" and "Etudes Symphoniques" of Schumann; three "Preludes and Fugues" of Bach, and Debussy's "Cathedral Engloutie" and "Reflects dans l'eau." Her playing has great precision, fine tonal range, striking touch contrasts, and her rhythmic poise is uncommonly gratifying. In details of sentiment, atmosphere and tenderness the young artist will find opportunity for growth as experience commands, but she possesses today an equipment that should carry her far in the realm of Music.

The next event of the Musical Art club will be an evening of religious compositions to be presented November 4 at the Methodist church, Pacific Grove.

FEWER TRAFFIC CASES IN COURT SINCE SUMMER RUSH

Recent city court hearings of traffic cases before Judge George Wood found Alfred Soyer, chauffeur for Charles Crocker, of Pebble Beach, paying a fine for speeding on September 23; Mrs. Gwendolyn Stearns, of Carmel likewise paid a fine for speeding on the same day. Mary D. Orrick, of San Francisco, was found guilty of parking too near a fire hydrant, and Comelio F. Patascil, Carmel Filipino, paid a fine of \$10 for speeding on September 28.

Memories of Past Revive at Opening

By WINSOR JOSSELYN

Reopening of the Manzanita Theatre next Sunday brings memories of earlier events in this playhouse when it was located on the site of the present postoffice. It was built by a group of local business men as a club and developed into a recreation center in which young Carmel staged many of its famous gatherings. Perry Newberry, Garnet Holm, Herbert Heron, Tom Cator, Charles Van Riper, Fred Leidig, Tom Reardon, Delos Curtis and many more prominent pioneers assisted in making the spot notable with plays, motion pictures and annual masquerades.

In commenting on these affairs, Newberry said, "I helped to build the original stage, and what we lacked in space we made up in action. It is true that the ceiling was a little low for tall actors, and that there was only one entrance and exit on stage left, but these handicaps were overcome by the spirit of the performers."

Free Tickets for Kids

Delos Curtis, pioneer motion picture showman, used to announce arrival of films by driving around town in a pony cart bearing a sign MOVIES "Tonight," and would give children free tickets for distributing handbills when super-features of three reels or better arrived.

These children, now matured into responsible citizens, used to come early to picture shows, take possession of the front seats and stoke the wood stove so that the arctic chill of the barn-like building lifted a few degrees. They would then play their flashlights on the picture screen until whoever was in the operating booth could sort out his reels and begin with his advertising slides, and until Effie McLean, Jeannette Hoagland or Frances Pudan could warm up the piano for its so-called cue-sheet accompaniment. This piano, by the way, was succeeded by a motor driven organ that delighted veterans and injured musicians with its variations of such classics as The Blue Danube, The Carnival of Venice and La Marseillaise.

Indian War Cries

Allen Knight insists that he was one of the first to fit sound with pictures in that theatre, accompanying Evangeline with drums and Indian war-cries. He also states that an early vaudeville there had the original version of the "Flying Trapeze," and that Fred Leidig was the man upon it, low ceiling or not.

Which brings to mind the later-day vaudeville to raise funds for the soldiers' memorial fountain at (Continued to Page 7)

TRAINED TOAD WOMAN'S PET

Millicent Sears' current pampered horned toad is Gallant Sir. The trick is to look perfectly unconcerned when she suddenly draws the thorny beastly from the hollow of her neck and introduces him. He is a native of Monterey county, is large and gaudily colored, instead of perfectly drab as are his relatives further south.

Mrs. Sears has "only twelve" horned toads at present. They live in the garden of her Highlands home, where they do a very good job of policing the insect pests. In fact, to satisfy their voracious appetites she has to import ants, for which reason she is known to many urchins who help her collect them as "the ant lady."

Bechdolt Goes To San Jose Session

Sponsored by the University of California Extension division, training courses for SERRA social service and administrative workers began this week at San Jose. Sessions will be held each Thursday evening, an hour and a half each being devoted to case work and to administrative problems. The administrative branch is being instituted by Jack Henderson, former field representative for SERRA in this division, after which Frederick Bechdolt of Carmel will take over the work of instruction. Santa Clara, Santa Cruz, San Benito and Monterey county organizations are included in the training program centering at San Jose.

Ex-Mayor Injured When Cars Crash

Ross Bonham, ex-mayor of Carmel, sustained slight injuries when his car collided with that of Ed Pettiford at the intersection of Dolores and Eighth streets, resulting in the overturning of Bonham's machine. Bonham was forced to break through a window to escape danger of fire, receiving cuts from glass.

JURY TRIAL DATE SET FOR BUTTERMORE CASE

Jury trial of Charles Buttermore, Carmel laborer, for alleged reckless driving on August 26 has been set for October 10. At the preliminary hearing last week in city court before Judge Wood, the original charge of driving under the influence of liquor was dismissed and the lesser charge substituted as result of collision between his car and one driven by James V. O'Toole, son of the San Francisco city attorney. Prosecution will be made by deputy district attorney John Thompson, while Buttermore will be defended by John Thomsen, of Monterey.

Funds Ready to Start New Construction

With funds available through the Federal Housing Administration's Better Housing movement Carmel is facing a definite building revival.

Figures compiled at the city hall in the past nine months showed a reduction in construction activities here of \$1985 under the total for the same period a year ago. This would indicate that many remodeling jobs have been put off due to lack of finances to carry on, or for reasons best known by property owners.

A cursory survey of the village reveals many places where improvements could be made under the modernization plans fostered at Washington.

First Nine Months

During the first nine months of this year building permits were issued in Carmel amounting to \$32,403 as compared to \$34,388 for the same period in 1933.

While the figures for the first nine months of this year were lower, it is gratifying to builders that the individual projects called for a large outlay. During this year there were nine major construction jobs the total of which cost more than for the thirteen completed for the same period last year, showing that property owners devoted less to remodeling and more to new buildings.

During September 1933 there were ten building permits issued for a total of \$11,037, while this year for the same period there were six jobs totaling \$8260, showing \$2777 less spent for work last month than for the same month a year ago.

Builders and construction supply firms believe that the public will welcome the better housing movement as with the approaching winter. (Continued to Page 6)

Funeral Rites Held For Anna Schulte

Funeral services were held Wednesday afternoon at Paul mortuary in Monterey for Mrs. Anna B. Schulte who passed away Sunday at her Carmel Valley home where she had resided for a quarter of a century. Born in Germany, Mrs. Schulte came to this country more than 50 years ago, and spent most of her life in California. She survived her husband, Henry B. Schulte, by less than a year.

Mrs. Schulte was in her sixty-ninth year, and is survived by a son and daughter, B. H. Schulte and Mrs. Roy Martin, both of Carmel Valley, several grandchildren, and brothers and a sister still residing in Germany.

Interment was in Monterey cemetery.

HAS NEW CAR LINE

The San Carlos Motor Company, Seventh at San Carlos street, has recently acquired the Carmel sales and service for Plymouth and De Soto Motor cars.

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Domestic Science Class Entertains

After only two weeks' preparation in two study periods a week, the girls' domestic science class at Sunset school has cooked and served its first meal. Although it was served at 3:30 in the afternoon, it was breakfast, and a delicious meal it was, despite the unconventional hour. Miss Evelyn Cockburn was appointed hostess, and the guests of honor were Miss Blanche Heninger, class instructor, and Thelma B. Miller of The Pine Cone. Because Miss Heninger has found that the customary procedure of dabbled with tiny individual recipes not practical for future home-makers, the girls worked together on a menu for twelve persons. They prepared grapefruit, hot cereal, a large skilletful of scrambled eggs—which many experienced housewives do not do so well—made toast and hot chocolate. The serving was smooth and gracious.

The next project of the young housewives will be afternoon tea, and when the technique is mastered, mothers of the girls will be invited to share their hospitality. Girls enrolled for the course are: Betty Haskell, June Lewis, Evelyn Cockburn, Jean May, Joyce Whitcomb, Frances McEntire, Grace McDermott and Elizabeth Petty.

LAWS REVIEWED BY BOY SCOUTS

Review of scout laws was held at the last meeting of Boy Scout Troop No. 86, with 22 members in attendance. Committeeman O. W. Bardarson told the boys about the play to be presented at the Court of Honor at Sunset school October 12.

The best good turn of the week was again done by Harrison Foster, who, without being asked to, led a group of scouts in cleaning up the scout house after the recent father and son banquet.

Charles Hellam, formerly of Santa Rosa, and James Muscutt from the Del Monte troop, were received into No. 86 as transfers. This troop now has a full quota of members.

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Mr. and Mrs. Richard Larritt They have been coming to Carmel have returned from Yellowstone for many seasons following summer National Park where Mr. Larritt mers in Yellowstone, and this managed Old Faithful Inn. They year report heavy increase in travel throughout the chain of national view Cottage" on Carmel Point. parks.

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Marquette Heads Sherman Clay Here

W. H. Marquette, who has been conducting a special Sherman Clay piano sale at Lial's Music Company in Monterey, is establishing a permanent representation for Sher-

man Clay in this district and at the same location.

Those interested in musical problems will be advised to drop in at Lial's and consult with Mr. Marquette or Miss Margaret Lial, who announce their willingness to cooperate with anyone and without obligation.

"What Is Poetry" Discussion Topic

That imagination and significance are essential requisites, is the answer given to the question "What is poetry?" by Louis Untermeyer and Carter Davidson in the volume "Poetry, its Appreciation and Enjoyment," reviewed by Mrs. H. S. Nye at the first meeting of the Woman's club book section held Wednesday morning.

Bringing a rich appreciation of poetry to her discussion, and effectively pointing her review by reading colorful bits, Mrs. Nye made a rather technical volume sound like fascinating reading. An interesting point made was that the various art forms should not be considered as separate and complete in themselves, but as they draw from similar sources of inspiration, they are but different tools for achieving the same purpose. Poetry, the speaker brought out, effectively synthesizes all the arts, since the poet is by turns musician and painter as well as writer.

Perhaps no other art form has the intense emotional appeal of poetry, Mrs. Nye believes.

A technical analysis of the various poetic forms is one of the valuable services performed by this volume, said the reviewer. It devotes an interesting section to "good and bad poetry," and serves as a guide post among the bewildering moderns, as well as saying a good word for some of the older favorites which it has been the recent fashion to disparage.

Debate Scheduled For SERA Meeting

Hotel Del Monte will be the meeting place of SERA administratives and executives from all over California, October 12, 13, and 14, according to notification received by ty SERA director. Rita Crawford Splivalo, of the California institu-

tions and welfare department which has been sharply divorced from the depression-born emergency relief agencies, and whose astringent criticism of the newer bureaus received considerable publicity, is scheduled to present her ideas in form of a debate with Aleta Brownlee, who has held high executive posts under Emergency Relief and SERA.

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Her car overturning at the abrupt corner of Carpenter street and Ocean avenue shortly after midnight Wednesday, Mrs. Nellie La Rheid, of Mills College, driver of the machine, and two women passengers received minor cuts.

SMOKES - CANDY MAGAZINES

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WOMAN'S CLUB FIRST MEETING FEATURE EVENT

Most appropriate for a first meeting with its emphasis on the social values was the entertainment offered by Mrs. Carlo S. Morbio of San Francisco before the Carmel Woman's club Monday afternoon. Preceded by a brief introductory talk by Mrs. H. S. Nye, club president, and followed by the serving of tea, the program was attended by a capacity audience of club members and guests.

Mrs. Morbio's vivid interpretations of character songs was made more effective by the charming

costumes she chose, and the rich background of piano music furnished by her accompanist, Mrs. Beatrice Anthony. For the first group, of seventeenth century French songs, the vivacious diseuse wore a period frock of rose taffeta, enriched with lace and touches of turquoise blue. A white wig charmingly framed her piquant face. The second group was all about flowers, butterflies and bugs, and a Nile green garden frock and picture hat embellished with wisteria ribbons created the proper atmosphere.

As a demure hoyden of the Civil War period, Mrs. Morbio gave a group of verses written about divers wicked but fascinating children. For the closing group she wore a black velvet robe de style and indulged in impertinances about various historical personages.

Not only the entertainer's most expressive delivery, but her facile choice of witty verse with a lovely musical background made her program outstanding. Her audience was delightfully responsive.

A profusion of autumn flowers arranged under the direction of Mrs. John W. Dickinson created an atmosphere of hospitality at the Girl Scouts' quarters where the meeting was held. Presiding at the tea tables were Mrs. Karl Rendtorff and Mrs. Calvert Meade, who poured, assisted by the following members of the hospitality committee: Mrs. J. L. Cockburn, Mrs. F. W. Ten Winkle, Mrs. Kent Clark, Mrs. Morris K Wild, and Mrs. M. Hutchins.

ASTLEY-MURPHY WEDDING the couple's return from San Francisco, where the ceremony was performed. Mrs. Irene Murphy and Norman formed. Mr. and Mrs. Astley plan to depart soon for England.

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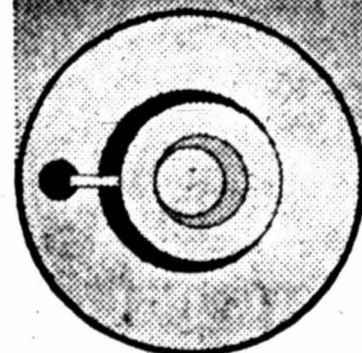
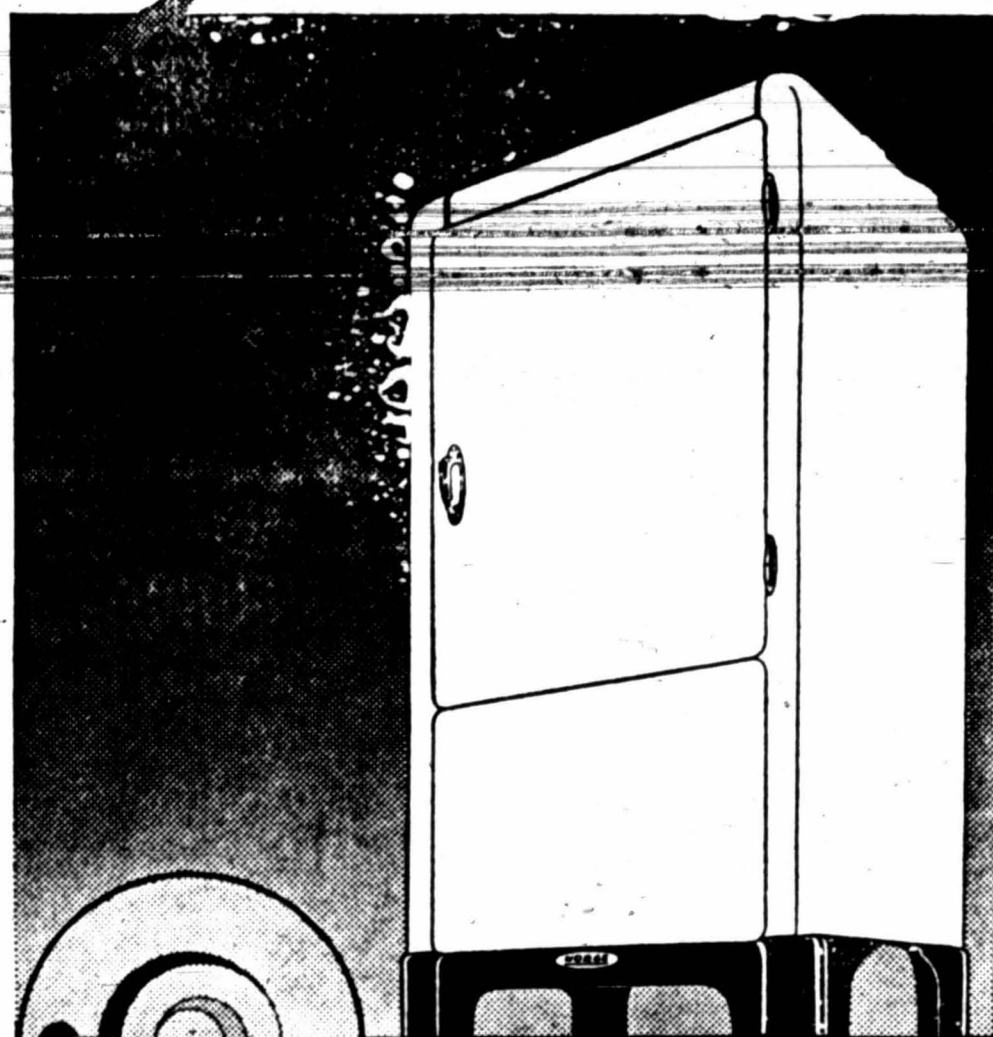
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New Monterey

Peter Mawdsley of Carmel has been appointed auditor for Monterey county SERRA, following resignation of the former incumbent.

The Drunkard Olio In Gallery Opening

Recent marriage of Galt Bell and Connie Clappett will lend special interest to their appearance here in "The Drunkard" Olio which will be the opening event of the Denny-Watrous gallery at its new location Sunday evening. Galt Bell, director and originator of the present Drunkard company, will arrive tomorrow in the village of his origin. His bride, likewise, is claimed by Carmel as its own.

Peggy Converse, Rice and Cady, Nestor Paiva, Norman McNeil, accordionist, and Neely Edwards, master of ceremonies are other entertainers who will give their variety acts introduced into the show since last summer.

Two silent films, "East Lynne" and Mary Pickford in "The New York Hat" will follow the olio. The gallery is presenting two shows, the first at 7 o'clock and the second at 9. The silent films will show throughout the week, with the olio for Sunday night only.

WILL IMPROVE CONDITIONS KIN OF CHARLES GUTH

SUCCUMBS IN MOTOR CRASH

The M. J. Murphy company of Carmel, long one of the peninsula's leading contracting and building supply houses endorses the new Federal building project 100 percent. For even though original profits may be sacrificed to a great extent in getting the program under way, the management believes that the eventual result will be a boon to profitable business and will benefit the entire community through payrolls and better living conditions.

Charles Guth, Carmel traffic officer, and Mrs. Guth have returned from Los Angeles where they had been called to attend the funeral of George Meshmayer, relative of Mrs. Guth's. He and a friend were killed when their car crashed into an abutment of the Glendale bridge. For the past decade he has been employed in motion picture work, and is survived by his wife and two children.

COMSTOCK "UNIT HOUSES"

Hugh W. Comstock has been specializing for years in house building and remodeling and will be pleased to make any suggestions and estimates. Comstock houses are always known for their distinctiveness and practicability.

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CONSULTATION OFFERED

The Homer T. Hayward company offered many interesting suggestions to home owners whose properties may increase in value for sale and rental through cooperation with the new Federal Housing Administration plan and offers to consult each and every home owner on the subject without obligation of any kind.

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Plumbing fixtures, heating systems and the like are among the many additions and improvements that may be obtained through loans from Federal Housing Act money.

The Anderson, Dougherty & Hargis company of Carmel are offering wide selections in all plumbing and heating systems and at any time will be glad to give estimates of cost and also to help plan any modernization in the home.

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Foot of 17th St. Pacific Grove Phone 7209

CARMEL BUILDING AND CONSTRUCTION FIRM

Success of U. S. Modernization Program Now Hinges on Co-operation of Public

THE public—home owners, financial executives and industrial men—will determine the success of the Better Housing Program. The Federal Housing Administration provides the plan and

works out the details; the remainder hinges upon the cooperation it receives from the rest of the nation. With the launching of this immense plan, thousands of owners of homes and other buildings will be

able to make necessary repairs, alterations and improvements on their property by taking advantage of the attractive loan basis made possible by the F. H. A. The loans may be obtained from local agencies collaborating with the Government, for repairing, altering or improving existing buildings or the grounds.

Industries more than a thousand strong are already showing an interest in the vast undertaking and asking how they can cooperate. They are urged to fit their plans as far as possible to those of the Federal Housing Administration, and above all, to maintain fair prices in the face of the great demand that is certain to come for building supplies and labor.

J. Weaver Kitchen



PLUMBING

HEATING

QUALITY FIXTURES, FAIRLY PRICED
Ruud and Crane Water Heaters

Office and Showrooms
Junipero North of City Park Phone 686

The Bank of Carmel —YOUR BANK—

FOR THE CONVENIENCE OF ITS CLIENTS AND
THE COMMUNITY, MAINTAIN MEMBERSHIP IN
THE FOLLOWING:

FEDERAL RESERVE SYSTEM
FEDERAL DEPOSIT INSURANCE CORPORATION
FEDERAL HOUSING ADMINISTRATION
AMERICAN BANKERS ASSOCIATION
CALIFORNIA BANKERS ASSOCIATION

And Is Also A Qualified
United States Government Postal Savings
County and Municipal Depository



THE BANK OF CARMEL
Ocean Avenue

MODERNIZE UNDER

The National Housing Act

FUNDS READY FOR BUILDING

How Home Own

(Continued from Page 1)
ter months the need for aiding un-
employed will be greater.

Outstanding among recent homes built and under construction are those of Mr. and Mrs. Charles Frisbie, and the ocean front homes of Henry S. Tusler and Tom Bunn.

Owners of rental houses are giving particular attention to improvements such as gas heat, stucco exteriors and liberal use of interior paint. Demand in the next several years when the coast highway brings its thousands of visitors will tax the supply of such dwellings,

Here is how a home-owner proceeds if he wants a loan under the new Federal Housing Administration.

1. He can apply to an approved bank. The bank will give him a credit statement to fill out. If this is approved, he then signs a promissory note. The bank gives him his money.

2. He can apply to an industrial bank. He presents his credit statement, and if approved, he signs a promissory note and, once again, receives cash. The difference in the two plans is that under the first plan a discount note probably would

NOW THERE'S NO REASON T

There could be no more advantageous time for you to build, modernize or repair than right now. It's the crying need of the day. Your building needs it. Local activity will aid the increasing tide of employment. Your place will increase in beauty and comfort. You will benefit, everyone will benefit. Get our plan department on the job now. No cost or obligation.

FOR HOME MODERNIZING A
PHONE MONTEREY 3219

We can supply you with all the information necessary to
the National Housing Act.

HOMER T. HAYWARD
LUMBER COMPANY

Eighteenth and Ocean

Everything— YOUR HOME NEEDS

—IS RIGHT HERE
NEVER BEFORE such an opportunity
remodel as is offered in
THE NATIONAL HOUSING ACT!
The way is open to repair and remodel
The Plan is simple—
The Cost is Low!

Complete Line of Materials

Roofing
Insulation
Building Paper

Millwork
Paints
Lumber

Hardware
Cement
Plaster

Work Lumber Co.

DAVID AND LIGHTHOUSE

Phone 3171

NEW MONTE

MS JOINING HANDS TO FURTHER RECOVERY

Owner Gets Loan

be used, with discount and fees limited by law.

3. Property owner submits his credit statement to a contractor or dealer. The latter submits the statement to an approved financial institution for credit approval. If approved the contractor can proceed with the work. When completed, the owner gives him a promissory note which the contractor can cash at the financial institution approving the credit.

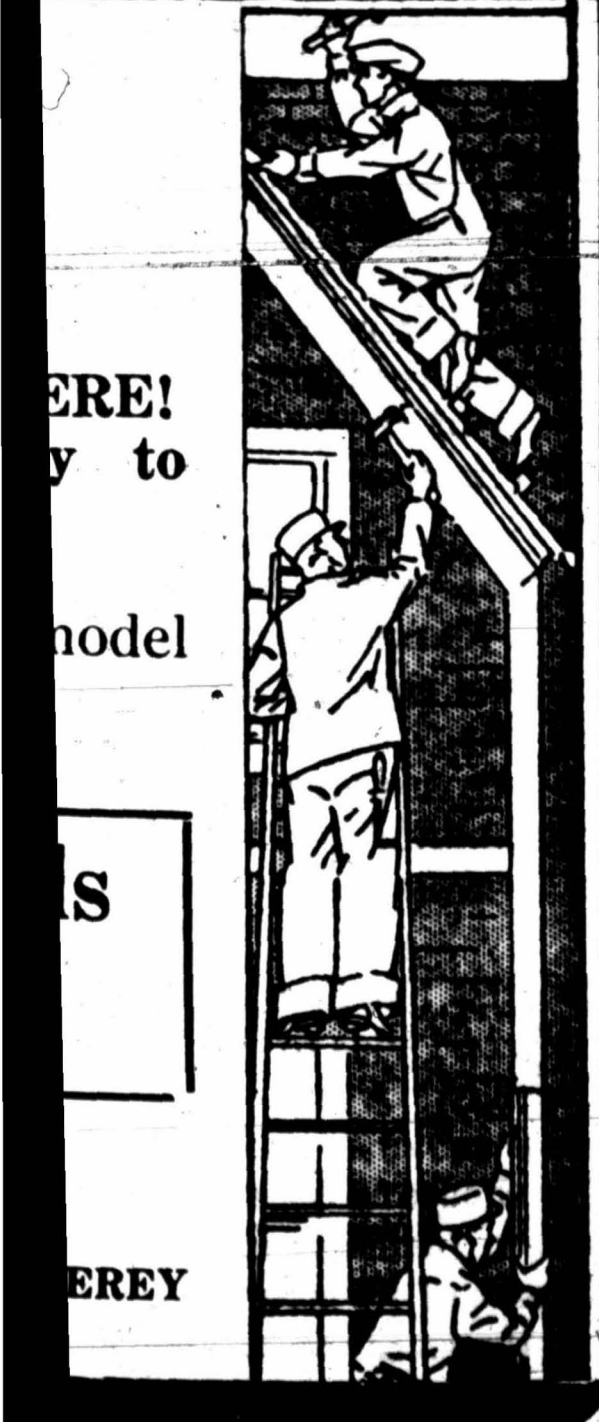
The owner can hire a contractor or not, can do his own work, or hire workers, can buy where he pleases.

TO HESITATE

BUILD
MODEL
REPAIR
at ONCE

AID
9
to obtain aid under

ARD
ANY
Pacific Grove



MEMORIES OF PAST REVIVED

(Continued from Page 1)

Ocean and San Carlos. The Manzanita was not large enough to accommodate the crowds that clamored for tickets, so the present Green Room of the Playhouse—then the Arts and Crafts Theatre—was pressed into use. To satisfy customers in each place, the bill was split. The first half opened in the Manzanita, and the second half opened in the Green Room. As soon as an act finished it bundled up and went to the other showhouse in time to make breathless entrance with or without costumes and properties as the emergency demanded.

One Act Plays

A little later a series of one act plays included Helena's Husband, participated in by Charles and Helen Van Riper, Edith Tunison, and Talbert and Winsor Josselyn. Legend repeats that the Grecian setting was so beautiful that elderly and respectable citizens applauded the play in spite of the then daring lines, later to demand that such performances never be repeated.

In those days there was no difficulty in filling the house with an audience. Indeed, seating room was at a premium, and many a customer brought his own folding chair and fought his way to a front row position in spite of fire ordinances that told of danger in blocked aisles. Once the piano itself was sold as seating room, and it was so close to the stage that occupants cooked their feet on the footlights.

Old timers will occupy their original chairs on Sunday, provided newcomers are not there first and refuse to budge in spite of glares and edged remarks.

GIRL SCOUTS TO DIVIDE PROCEEDS FROM PARTY

Proceeds of a bridge party to be given at the Girl Scout house at Sixth and Lincoln Monday October 15, at 2 o'clock, will be equally divided between the Women's club and the Girl Scouts, according to officers of the organizations sponsoring the event. Reservations either for a table or single seat may be made by phoning Mrs. Osborn Johnson at 1166-w. Tea will be served at 4 o'clock.

CARMEL DOG LANGUISHES IN SAN FRANCISCO POUND

Wearing Carmel dog license No. 69, a brown and white wire haired fox terrier, is guest of the San Francisco public pound according to word received by Chief of Police August Englund. Owing to confusion of license listing the owner cannot be traced, and whoever is shy such a pet can do well by seeing the chief.

FISH DINNERS

From the Ocean to the Fry Pan

5-Course Dinner with Wine 65c

PENINSULA FISH HOUSE

On Old Fisherman's Wharf

Variety of Improvements Made Possible

THEME you've long awaited to put your home in better shape and add to it here and there, to increase its efficiency and comfort affording capacity, has arrived.

Perhaps there never has been a more opportune time to make desired improvements, correct defects and if need be give the exterior a treatment that will cost little but result in a much desired change.

Following suggestions a home owner could think over:

1—Look over your house and see if a different type door would not improve its looks.

2—Would the sealing of your attic not make a usable room, and even if the extra space were not needed would it not make the

house warmer.

3—How about oil burner equipment in your basement, which then could be readily converted into a den for grown-ups or a rendezvous for youngsters.

4—Maybe you have old blinds

that can be replaced at no great expense or if windows are without blinds, would not the appearance of the home be enhanced if blinds were painted to suit the motif of the home?

RAH! RAH! RAH!

Now that football is stealing the show, We say "Rah" for the people who go, To see all the games, But we say just the same, Your clothes need our service we know.

CARMEL CLEANERS

Dolores Street

Call 242



NOW
We Can
Afford
to
Modernize

WE ARE BACK OF THE MONTEREY PENINSULA BETTER HOUSING PROGRAM 100 PER CENT

The M. J. Murphy Co.

is equipped and ready to take care of your needs in all materials and supplies necessary for repairs, alterations or additions to your home.

This Pioneer Building

firm has constructed over \$12,000,000.00 worth of homes and business structures on the Monterey Peninsula.

It is your guarantee of our reliability. No job too small or too large — Ask us for an estimate.

We rejoice in the benefit which the unemployed craftsmen of the peninsula will derive from the housing program

M. J. MURPHY Inc.

Ninth and Monte Verde

Phone: Monterey 3191 — Carmel 154

Carmel

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The Carmel Pine Cone

OFFICIAL NEWSPAPER OF CARMEL-BY-THE-SEA, CALIFORNIA
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 Published Every Friday

The only weekly newspaper on the Monterey Peninsula with a general circulation including Carmel, Pacific Grove, Monterey, Del Monte, Pebble Beach, Carmel Highlands and the Carmel Valley.

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 \$2.50 a Year
 Advertising Rates on Application

TIME TO REMODEL

A government which has struck the fetters from millions of dollars in frozen credit today is begging its citizens to modernize. It is caling upon us all, as patriots, to borrow money to buy new roofs for our houses, new heating plants, new wall coverings, new baths; to build additions and to make use of waste space.

Frederick Bechdolt, SERA director for Monterey county, tells us that the greatest number of unemployed on the Peninsula are building trades workers. The money that Carmel will spend in modernizing its homes and the cottages which it rents to summer visitors will go into the hands of laborers who have suffered gravely during the slump in building which resulted from the depression. Every business in Carmel will benefit from the stimulus to the building trades; from the grocery to the public utilities.

Carmel is underhoused at present. During the summer season there was a dearth of small houses and apartments. Yet there are many small dwellings in Carmel that are almost untenable because of their lack of modern facilities or their need for repairs. The great drive to remodel will prove a particular boon to this community if full advantage is taken of Uncle Sam's attractive offer to loan the necessary funds.

Costs are still well under previous levels. From interest charges to paint it is doubtful whether such an attractive opportunity to put to work private capital that has been non-productive will ever again be offered. It is sound business sense to make full use of this opportunity.

The government hopes to end the depression by putting millions of men to work painting, repairing, to summon back workers who were laid off at lumber mills, paint factories, brick yards, cement plants, and all factories auxiliary to construction enterprises.

The clang of hammers throughout the land will have a pleasing reverberation. The sound of rusty iron pipes being ripped out by long-unemployed plumbers will be music on the air. The sight of sagging porches being rebuilt and old attics turned into studios will have its esthetic qualities even in this village existing by and for the arts.

Uncle Sam, the banker and the worker are willing to do their part. To start the ball rolling the property owner must touch the magic button. Now is the time for home owner, store proprietor, landlord, to take stock of his premises and plan needed improvements. He may find that his building is among the sixteen million which have been numbered as suffering serious deterioration during the five years in which building and modernization have been at a standstill.

This is not a problem for big figures and vast generalities. It is a problem of small figures and individualities. It is the man who borrows \$150 to repaint his house, plaster his walls or modernize his bath on whom the government is counting.

Most property owners will borrow in the hundreds rather than in the thousands. That is well; a large number of small jobs will provide more work than a thousand big projects—particularly here in Carmel.

SAILOR

A wife somehow intrigues him less
 Than wide seas he would roam,
 So is it that his eyes confess
 The boredom of a home.

Later perhaps when these same eyes
 Have had their fill of water,
 He shall be glad for a warm hearth;
 And for a son or daughter

Who shall give proper credence to
 Romance of clipper sail,
 Embodied in a seaman's log
 Of windy tale on tale!

—Claire Aven Thomson

APPLE SONG

The apples are seasoned
 And ripe and sound.
 Gently they fall
 On the yellow ground.

The apples are stored
 In the dusky bin
 Where hardly a glimmer
 Of light creeps in.

In the firelit, winter
 Nights, they'll be
 The clear sweet taste
 Of a summer tree!

—Frances Frost
 "In Pool in the Meadow"

NOCTURNE

Twilight
 And I wait
 The darkness
 Falling falling.

Who has heard?
 Who has felt
 The darkness
 Disintegrating day?

Hush
 Did you hear?
 Only an autumn leaf cracking
 The darkness has falling.

—Leonard Cooper.

NOSTALGIA

Willow is a cool green word
 That speaks of marshy ground, and deep
 Shadows, that moving scarce are heard
 Above the wind in a wide sweep.

Through leafy snarl of moss and fern;
 Oh such a simple, simple thing
 As speaking of a word should turn
 My thoughts to lowlands in the Spring!

—Claire Aven Thomson.

FROM THE HILLTOP

By PERRY NEWBERRY

Arists, of course, have no business ability. They are mere children when it comes to financial matters. But how the Carmel Art Association, in a time of general depression, buys itself an art gallery, and raises the money to keep up the payments, improve the building and grounds, and operate it in an efficient manner, is a matter that makes financiers gasp in awe.

Their Bal Masque, for instance. Who actually did the publicity that pulled the multitude into Del Monte last Saturday night wasn't an artist, probably; not of the brush and palette. But he knew his stuff, and the Carmel Art Association had the business sense to turn him loose on the preliminary advertising. Money couldn't have bought the publicity he got free. And publicity had its inevitable results. The ball was a success in attendance, as it was in every other respect.

There was a nice sum for the art association building fund. There was an enjoyable night for the artists' guests, not a bit stiff or prudish, but never vulgar or brawl-ishy. People who went are applauding, and our artists have again given Carmel a statewide boost in fame.

Financiers, especially those who deal in real estate, might learn a lot by studying the business methods of the Carmel artists. Also, they should thank the art association for it help to local business. The art gallery has been one of the foremost places of interest to the summer visitors here, and has well repaid those who have gone to its exhibits. It is a positive asset to the village in a commercial way, to say nothing of its esthetic value. If Carmel had a few more artists, business would boom.

After a careful study of this new home owners' loan business, we find that it has the same trouble all these other New Deal propositions have, you must pay back the loan. What we are waiting for is a loan that needn't be repaid.

Oil, graphite and elbow-grease, with improved technic from frequent endeavor, and the postoffice boxes are becoming commonplace. So dies away the howl for free delivery of the mail, and the petitions of the proponents gather dust. A great crisis passes.

Something ominous in the news that women are enlisting in the Carmel Pistol Club, and practicing with revolvers on the ranges. Husbands should step lively. The average of bulls-eyes with women untrained in the use of the pistol was remarkably high, according to court records.

Another cleverly constructed building on Ocean avenue pleases the eye, and adds to the village attractiveness. It doesn't take any big sum to change a store front from an eye-sore to an optical pleasure. A few thousand dollars spent along our main street in judicious improvement of the faces of some of its structures would bring heavy returns in rentals and advertising.

NEW FEATURES ARE ADDED BY HOLMAN STORE

While concentrating just now on cooperation with the peninsula campaign for furthering the Federal better homes drive, Holman's Department store today announces two other interesting new features.

Pointing out elsewhere in this issue their many suggestions for furtherance of the home improvement program, the two other announcements are:

1. The establishment of a photographic department where the newest invention in commercial photography has been installed. It is a camera with instant electric shutters plus a revolving platform upon which the child subject is placed. The platform when moved usually produces playful natural expressions in children which may be instantly recorded. Series of

PASSES SCREEN TEST

Pasing a screen test that may eventually lead to a contract with one of the major companies, Jack Leidig during his recent trip to Hollywood was signed up for a role in "The King's Highway," to be filmed on the Monterey Peninsula and dealing with events in the rich historic background of this region. Young Leidig was accompanied south by his mother, Mrs. Florence Leidig.

photos mounted in one frame are featured at amazingly low price, while the usual single photos may be had as well.

2. Holman's second announcement concerns the re-opening of the Little Theater for children which is open each Saturday morning at 10.

JOHN O'SHEA EXHIBIT TO OPEN SATURDAY AFTERNOON

The first exhibit on the walls of the new Denny-Watrous Gallery will be by the celebrated painter, John O'Shea, opening tomorrow at three o'clock.

No showing could be better chosen for the first offering on the walls of the freshly decorated gallery in its new quarter in the old Manzanita theatre. John O'Shea's brilliant, colorful paintings, with their striking originality and style are said to be ideal for the occasion.

Since his last exhibit in the Denny-Watrous Gallery, John O'Shea has had one-man shows in the Legion of Honor Palace, San Francisco, at Stanford University and Del Monte.

WINDOWS IMPORTANT

In many old houses the instal-

lation of new window casements will give the entire building a new appearance.

◆ WINE ◆ AND ◆ DINE ◆

AT

S A D E'S CARMEL-ETA-INN

BREAKFAST LUNCHEON DINNER
A La Carte Service at All Hours

Specializing in ABALONE and
ENGLISH FISH and CHIP DINNERS

Phone 879

East of Library on Ocean Avenue

TAKE THEM HOME
HOME MADE
SPAGHETTI — RAVIOLI
Flavored with Cheese, Gravy,
and with all the fixin's
Enchiladas to Take Home 15c
THE LUCCA
Dolores South of 7th



—WE BUY OLD GOLD—
HIGHEST PRICES PAID
FRANK'S JEWELRY
STORE

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DAY AND NIGHT
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TRIPS TO ALL PARTS . .
BIG SUR . . . SEVENTEEN
MILE DRIVE . . . SANTA
CRUZ BIG TREES . . .

Headquarters at Dixon Realty
Office next Door to Curtis' on
Ocean Avenue.

RIDE IN A PACKARD
IT COSTS NO MORE

PHILCO
ALL-WAVE
RADIO

Hear and see this
Philco Master
All-Wave Set.
Beautiful 1935
cabinet. New
design. Everything on the air

ROY M. WRIGHT HARDWARE

Pacific Grove

ORLIN F. GRANT

—Radiotrician—

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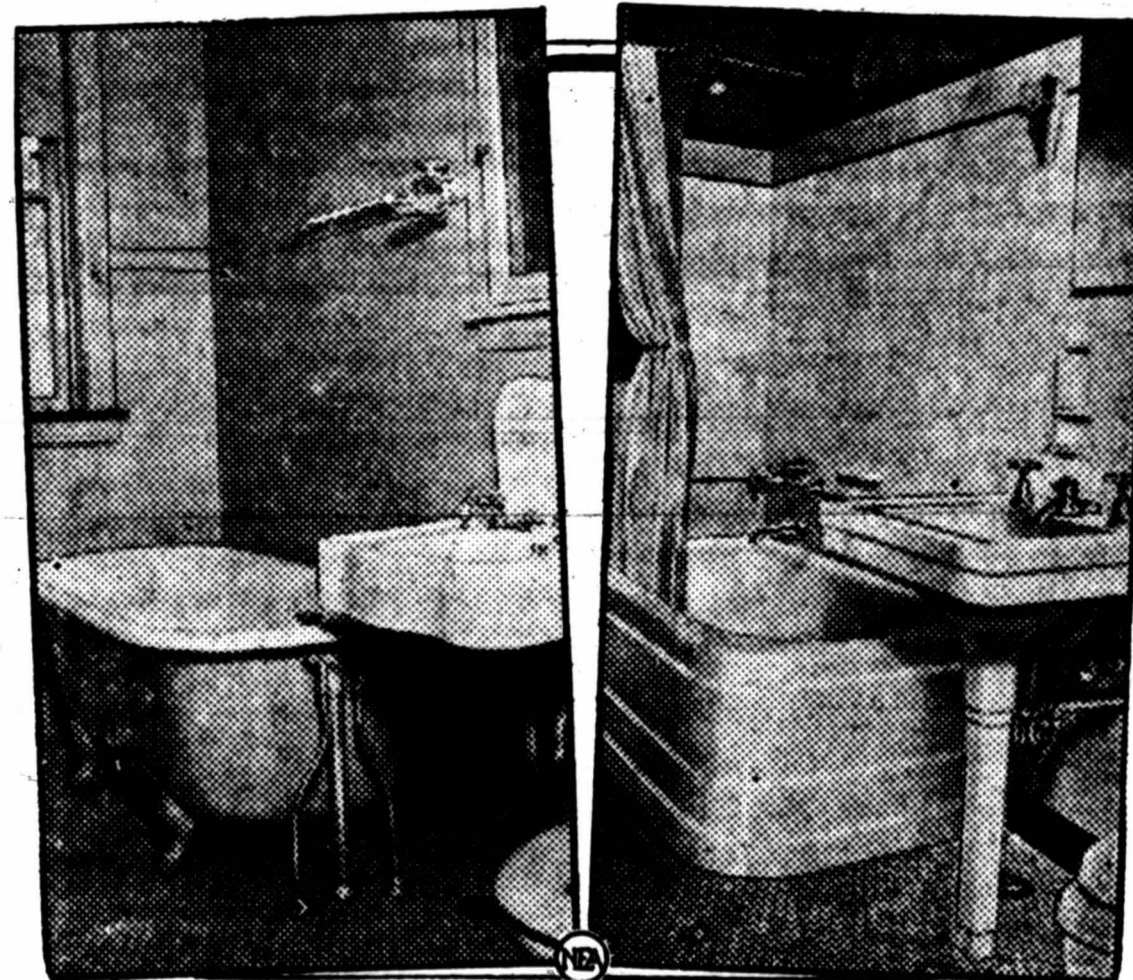
Cooperating with the National Housing Act we are offering our assistance to home owners in planning their alterations and remodeling projects without any charge or obligations.

This service includes consultations, carefully compiled estimates and helpful suggestions, in solving your practical building problems.

THE ANDERSON DOUGHERTY HARGIS COMPANY

BETTER CLASS
MERCHANDISE

San Carlos at 5th Street
Telephone 270



Here's an idea of what can be done by modernization. Left, an old bathroom and, right, the same renovated.

PLUMBERS

OFFER MANY SUGGESTIONS TO THOSE WHO ARE
TAKING ADVANTAGE OF THE FEDERAL HOUS-
ING ACT TO MODERNIZE AND IMPROVE THEIR
HOMES.

PLUMBING — HEATING — SHEET METAL
GAS APPLIANCES — STOVES — REFRIGERATORS

THE VILLAGE NEWS-REEL

Despite the fact that he will be known to a few Carmel friends face "several formidable adversaries, all named Hiram Johnson" at the coming election, Senator Hiram Johns appeared in excellent spirits, though fatigued, during his weekend visit at Highlands Inn. The senator was accompanied by Mrs. Johnson.

Miss Dorothy Arzner, only woman motion picture director, has returned to Hollywood after several weeks' vacation at Peter Pan Lodge in the Highlands. Due to her desire for a complete rest, Miss Arzner was practically "incognito," though she made her presence

Among the guests at Peter Pan Lodge are: Mr. and Mrs. Clifford H. Allen, Mrs. H. C. Allen and Miss Averic Allen, all of Pasadena, Mrs. Louise O'Hara of San Francisco, Mrs. Henry Blanke of Los Angeles, Ernest Laemmle of Hollywood, Miss Christa Muehle of Berlin, Mrs. R. R. Logan of Philadelphia, and Byron W. Casselberry of Los Angeles.

Preceding Saturday evening's Bal Masque at Del Monte a group of socially prominent peninsula folk dined together in the Tower Room at the historic hotel. Included in the party were: Messrs and Mesdames: George Nickel, Eric Tyrrell-Martin S. F. B. Morse, Paul Winslow, Byington Ford, Paul Veeder, Dr. and Mrs. Paul Hunter, Mrs. Dorothy Hill, Mrs. Tirey Ford; Messrs: H. E. North, Jack Neville, Stuart Halborn, W. O. Swain, William Leib and S. F. B. Morse Jr.

Mr. and Mrs. Mason Prosser of Honolulu are visiting the Monterey Peninsula for the first time, stopping at La Playa hotel, and visiting several old friends in Carmel.

Mrs. James Austin Wilder is expected to arrive in a few days for a visit with her sister, Mrs. W. H. Gibbons of Carmelo and Tenth. Mrs. Wilder is the widow of the late James Austin Wilder, founder of the Sea Scouts of America, who passed away last July at their home in Honolulu.

Miss Hortense Berry has returned to her post as librarian of Ralph Chandler Harrison Memorial library, after a vacation at Yosemite.

Mrs. Stella M. Brown and Miss Muriel Wright of San Rafael returned to their home this week after vacationing here for a fortnight at Locksley Hall. Both are staff members of the Marin county library.

Mrs. C. M. Matthews has returned to her home at Pine Inn after visiting relatives in Los Angeles for several weeks.

LUMBER CONCERN WORKING WITH MODERNIZATION PLAN

Headed by Stuart A. Work and T. A. Work Jr., sons of one of Monterey Peninsula's leading bankers, the Work Lumber Company offers complete cooperation with the new Federal Housing plan.

Like other building supply houses they appreciate that immediate profit, to a great extent, is entirely impossible, but feel that "Doing their part" will eventually result in the greatest building activity in Monterey Peninsula in many years.

LA MODE SPORT SHOP

165 Franklin St.
Goldstine Building
Phone 8213



"Slide-away" Eliminates That Break at the Waist

The top front is separate, just above the waistline, overlapping the lower part so that it "Slides-away" when you sit down, preventing the usual break or buckle in the garment at the diaphragm. The MisSimplicity* brassiere ends that cross diagonally at back, pull in the diaphragm, waist and abdomen. Of rayon flecked batiste, lace and elastic. Model 4832 \$750

MisSimplicity

Dep. U. S. Pat. Off. Pat. No. 1,888,888

Legion Puts Elmer On Trial Tomorrow

After much advance smoke, the trial of "Elmer" will actually be consummated tomorrow night at the Manzanita club, before an audience of American Legionnaires and veterans of all wars. The man for whom the American Legion has been vainly hunting for the past three years has actually been cornered in Carmel, according to the publicity committee, and will receive his just deserts at the Legion jinks. Tickets may be obtained from Jimmy Regan, Gabe Burnett, Floyd Mangrum, Fred McIndoe or Conrad Immelman.

CRASH VICTIM IN CAST

Miss Elizabeth Armstrong of Carmel, who has been confined to a hospital in Palo Alto for more than a month as a result of a serious automobile accident on the Tassajara Hot Springs road in July, will probably not be released for several weeks, her friends here have learned. A fractured vertebra necessitated her being placed in a cast.

ARTIST'S MATERIALS PICTURE FRAMING

at OLIVER'S

120 Main St. Monterey



BREAKFAST SERVED FROM 8 UNTIL 11
SPECIAL SATURDAY AND SUNDAY DINNERS
GUSSIE MEYER, Owner and Manager
Monte Verde at Ocean Carmel

Meet Your Friends In The Courtyard For Tea 20c to 40c

Luncheons 50c

Dinners 75c and 85c

FRANK KEENAN

Invites you to

DANCE

EVERY NIGHT IN THE SERRA ROOM

OF THE

KNOTTY PINE INN

296 Lighthouse Avenue New Monterey

FIRST CLASS TAP ROOM

Special Rates for Afternoon Card Parties. For Reservations Phone Monterey 8881

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RUGS
DOMESTIC
RUGS

Carmel Resident Representative

F. W. Newhall

Carmel Highlands

P. O. Box 1221—Phone 2-J-3

ANNOUNCEMENT Are You A Connoisseur?

Of course you are if you have been buying your wine from us! Otherwise we invite you to inspect our comstock of wines now.

20 kinds of wine to choose from...

FOR EXAMPLE WE CAN SELL YOU A GOOD

Table CLARET Per Gal. 59c

OR A BETTER GRADE OF TABLE WINE, Per Gal. 73c

OR OUR OWN

"PAR EXCELLENCE" QUALITY

NAPA WINE—Per Gal.

Including Burgundy, Zinfandel, Cabernet, Claret, Chianti, Barbera, Alicante, Reisling, Sauterne

98c

FOR SWEET WINE WE OFFER

MARTINO

ANGELICA—Per Gal.

93c

A BETTER GRADE OF

PORT, MUSCATEL, SHERRY or ANGELICA, Per Gal.

\$1.17

OR OUR OWN PAR EXCELLENCE QUALITY

PORT, SHERRY, ANGELICA MUSCATEL, TOKAY and MALAGA, Per Gal.

\$1.47

YOURS TRULY

TURANO'S

1 Mile East on Del Monte Ave., Del Monte Grove Telephone 8840

Highlands Firehouse Ready For Service

Open house will be held at Carmel Highlands' new fire house, near Highlands Inn, Sunday afternoon from 3 o'clock to 5, following the official housewarming and banquet Wednesday evening given by the brigade to the smokeeaters of Carmel.

Presiding at the dinner was Thomas Fisher, chief of the Highlands volunteer fire department. He introduced the following fire commissioners, who made brief talks: Rear Admiral (Retired) J. S. McKean, president; Commander Charles Parris, Amory T. Skerry Jr., Thomas Riley and Dr. D. F. MacDougall.

Beside Chief Robert Leidig of Carmel and a score of his firefighters, other guests were Dr. Vernon Whitcomb, architect who designed the building, Fire Commissioner Robert Norton of Carmel.

All Saints' Church In Spiritual Drive

"Prosperity through Spiritual and Social Values" is to be the subject for consideration at All Saints' Episcopal church next Sunday morning, October 7. This is the day fixed by the International Committee of 200 for the beginning of its nation-wide drive for spiritual recovery. Everyone is asked to go to church on that day.

NOTICE OF DISSOLUTION OF PARTNERSHIP

The partnership of Byron G. Newell, and Percy Whitworth has been dissolved, Byron G. Newell having purchased the sole ownership of PERCY'S MEAT MARKET. All moneys due the firm shall be paid to Byron G. Newell, and all obligations of the firm are to be assumed by Byron G. Newell.

BYRON G. NEWELL
PERCY WHITWORTH

Date of first Publication, Oct. 5,
Date of last publication, Oct. 12,
1934.

CLASSIFIED ADS

LOST—1926 bound volume of Carmel Pine Cone. Please give any information concerning same by phoning Carmel 30.

PUBLIC STENOGRAPHER—Will call for or do work anywhere on the Peninsula. Manuscripts neatly and accurately typed. Correspondence. Legal work. Reason-

able rates. Telephone Carmel 182 or 220-R. Office corner Ocean and Dolores.—xx

WORK WANTED by young man. Capable, travelled, refined. Will interview whenever and wherever desired. Will do any type of work for reasonable pay. Address Box ACD. Carmel Pine Cone—38.

FOR RENT: Partly furnished 5-room house at Robles Del Rio. Phone Carmel 6-J-13.—38

WANTED: For \$600 cash, large high lot Carmel Woods; Box B. S.—38.

WANTED: Lot on Point, price and location. Box W B—38.

LOST: Black leather pocketbook, containing fountain pen, small amount of money. Reward. Telephone 65-W—38.

FOR RENT: Apartment, suitable for one person, in the Carmel Woods. Equipped with gas, hot water and shower. Reasonable rent. Chas. Meinecke, 1½ blocks North of Serra Shrine. 38.

After visiting relatives in Wisconsin and Kentucky and attending the fair in Chicago, Mrs. E. F. Kehr has returned to her home here at Bayview and Martin Way. She was away for about six weeks.

FOUND: On Ocean Ave, bet. Monte Verde and Casanova, horned rimmed glasses. Owner may have same by calling at The Pine Cone and paying for this add.—38

WANTED TO RENT: Furnished house, three bedrooms, convenient to town. Write Box JT, The Pine Cone.—38

WANTED BY OWNER: To trade a 6-room Altadena bungalow and garage for Carmel cottage. Box AF, Pine Cone—41

LOST: Silver-rimmed spectacles in brown case, between Library and home, Lincoln between 5th and 6th. Deliver to Mrs. Louise Rask, above address. 38

SUN IN EVERY ROOM

NO NORTHERN EXPOSURES

A distinguished feature of Hotel Canterbury, San Francisco. 250 sunny, airy, outside rooms, with no northern exposures. Finely appointed rooms, single, double or ensuite, all with tub and shower. European plan. Downtown, yet residential in tone.

Rates That Meet Today's Needs
Single \$2.50 \$3.00 \$3.50
Double 3.00 3.50 4.00
Special Rates for Permanent Guests



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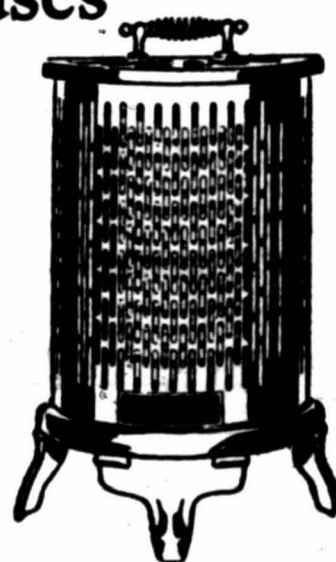
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**Red Cross Finds Wide Scope
for Social Service in Carmel**

Carmel's Red Cross chapter has taken a unique place in the administration of direct relief outside the various federal and state set-ups emanating from the depression, as a sort of liaison office. Whatever task does not exactly come within the scope of newer agencies has been cared for with efficiency and dispatch by the local unit. Red Cross headquarters were opened here in December 1932 with Miss Audrey Walton, trained social service worker, in charge. Since that time 137 cases have been given assistance of various nature, through cooperation with the county welfare board, the Federal Transient Service, and other agencies.

Assistance of Sunset school authorities with health and attendance problems has been taken on

as a special function of the Red Cross. By checking attendance records and reports with school authorities it has been through scientific case work and home visits to study family problems and ascertain reasons for individual maladjustment in school.

One interesting phase of the work dealt with inculcation of new ideals of cleanliness and curbing of skin diseases which had become a serious menace to public health. Children from poorer homes where bathing facilities were inadequate were washed each Saturday morning at the free clinic, and the experience proved so pleasant that several of them turned up on Tuesdays for an additional bath. Lack of bodily cleanliness had encouraged the spread of impetigo and scabies even among children from homes of highest sanitary standards. In order to eradicate these skin diseases, which health authorities maintain are generally too lightly regarded, a stringent campaign was instituted by the Red Cross. New, clean clothing was provided for needy children and, as a service unique in welfare activities, soiled garments were taken to laundries for washing, in order that the work might be properly and hygienically performed.

To promote better and more sanitary housing, the Red Cross directed the cleaning of sleeping quarters and reroofing of houses inadequately protected from the weather.

For various other causes 45 school children received service through the free clinic, with follow-up case work by Miss Walton.

Mrs. C. A. Lovett and Mrs. E. S. Officers of Sunset school student Schussler have returned to Berkeley after a short stay at Pine Inn. to be held Friday, October

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